

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Patent application of: PETER M. BLACK, ANTHONY BRYAN WATERS

for **TARGETED E-COMMERCE SYSTEM**, the specification of which is being transmitted herewith.

**Assistant Commissioner for Patents
Washington, D.C. 20231**

INFORMATION DISCLOSURE STATEMENT

List of Sections Forming Part of This Information Disclosure Statement

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The following sections are being submitted for this Information Disclosure Statement:

1. Preliminary Statements
2. Forms PTO/SB/08A and 08B (formerly Form PTO-1449)
3. Copies of Listed Information Items Accompanying This Statement
4. Identification of Person(s) Making This Information Disclosure Statement

Section 1. Preliminary statements

Applicants submit herewith patents, publications or other information, of which they are aware that they believe may be material to the examination of this application, and in respect of which, there may be a duty to disclose.

The filing of this information disclosure statement shall not be construed as a representation that a search has been made (37 C.F.R. section 1.97(g)), an admission that the information cited is, or is considered to be, material to patentability, or that no other material information exists.

The filing of this information disclosure statement shall not be construed as an admission against interest in any manner. Notice of January 9, 1992, 1135 O.G. 13-25, at 25.

Section 2. Forms PTO/SB/08A and 08B (substitute for Form PTO-1449)

(Insert form(s) PTO/SB/08A [Form 6-2] and/or form(s) PTO/SB/08B [Form 6-2.1].)

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449B/PTO

Complete if Known

INFORMATION DISCLOSURE
STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 1

of 1

Application Number

Filing Date

First Named Inventor

Group Art Unit

Examiner Name

Attorney Docket Number

50740(2)



JULY 2009

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	T ²
/VF/	1	G. PASCAL ZACHERY, "The Godfather," WIRED, WIRED (unknown), (November 30, 1997).	
/VF/	2	STEVE DITLEA, "Ted Nelson's Big Step," techreview.com, techreview.com (unknown), (October 31, 1998).	
/VF/	3	WEBOPEDIA, "hypertext," Webopedia, Webopedia (unknown), (September 1, 1996).	
/VF/	4	WEBOPEDIA, "hypermedia," Webopedia, Webopedia (unknown), (October 5, 1997).	
/VF/	5	WEBOPEDIA, "hyperlink," Webopedia, Webopedia (unknown), (February 25, 1997).	
/VF/	7	WEBOPEDIA, "hot link," Webopedia, Webopedia (unknown), (September 1, 1996).	
/VF/	8	W.N. FRANCIS & H. KUCERA, "Frequency Analysis of English Usage," Boston: Houghton-Mifflin, (1982).	
/VF/	9	L. HILLMAN, "Sum: Am. English Word Frequency Lists," LINGUIST List 7.583, (1996).	

Examiner Signature	/Annel Frenel/	Date Considered	12/08/2009
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number. ² Applicant is to place a check mark here if English language Translation is attached.

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Section 3. Copies of Listed Information Items Accompanying This Statement

Legible copies of all items listed in Forms PTO/SB/08A and 08B (substitute for Form PTO-1449) accompany this information statement.

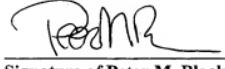
Exception to above:

Items in prior application, from which an earlier filing date is claimed for this application, application #09/630,227 filed 08/01/00

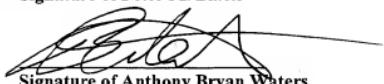
4. Identification of Persons Making This Information Disclosure Statement

The persons making this certification are:

a. the inventors who sign below.



Signature of Peter M. Black



Signature of Anthony Bryan Waters

b. the practitioner who signs below on the basis of the information in the practitioner's file.



SANFORD ASTOR
Registration No. 20748
Sanford Astor
10507 West Pico Blvd., Suite 200
Los Angeles, CA 90064
310-470-6852

(Information Disclosure Statement--page 1 of 1)